

BS00023

U.S. Application No. 09/751,809 Examiner Brown, Art Unit 2611
Submission of RCE in Response to July 13, 2006 Final Office Action

AMENDMENT TO THE CLAIMS

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6. (Currently Amended) A method of formulating alternative programming for controlling the presentation of a program, the method comprising:

releasing a plot via a website;

embedding alternative plots into channels;

allowing users to vote via the website for the alternative plots;

tabulating the votes; and

sending an instruction for a particular alternative plot

~~receiving a batch of program data associated with the program;~~

~~scanning the batch of program data to determine how much of the program data will be blocked;~~

~~when an amount of blocked program data exceeds a threshold, then blocking the entire program.~~

7. (Currently Amended) The method of claim 6, wherein sending the instruction comprises sending the instruction to a transmission facility wherein the threshold is defined in a unit of time, such that when the amount of blocked program data exceeds the threshold time, then the entire program is blocked.
8. (Currently Amended) The method of claim 6 7, further comprising linking the website to the transmission facility such that the instruction is automatically sent based on the

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~~tabulated votes wherein the threshold is defined as a percentage of the program, such that when the amount of blocked program data exceeds the threshold percentage, then the entire program is blocked.~~

9. (Currently Amended) A method of formulating alternative programming for controlling the presentation of a program, the method comprising:

releasing a plot via a website;

releasing alternative endings for the plot at the website;

allowing users to vote via the website for the alternative endings;

tabulating the votes; and

sending an instruction for a particular alternative ending, based on the tabulated votes

~~receiving a batch of program data embedded in a channel carrying an electronic programming guide;~~

~~scanning the batch of program data in advance to determine how much of the program data will be blocked according to a rating in a user profile;~~

~~when an amount of blocked program data exceeds a threshold, then blocking the entire program; and~~

~~allowing the user to change the rating to unblock the program.~~

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18. (Cancel)
19. (Currently Amended) A method according to claim 9, wherein sending the instruction comprises sending the instruction to a transmission facility

~~A method of remotely controlling presentation of a program to a viewer, the method comprising:~~

~~receiving a batch of program data at a consumer electronics device associated with the viewer;~~

~~scanning the batch of program data in advance to determine how much of the program data will be blocked according to a rating in the viewer's profile;~~

~~when an amount of blocked program data exceeds a threshold, then blocking the entire program; and~~

~~receiving from the viewer an instruction to change the rating.~~

20. (Currently Amended) A method according to claim 19, further comprising linking the website to the transmission facility such that the instruction is automatically sent based on the tabulated votes

~~A method for controlling presentation of a program, the method comprising:~~

~~receiving a batch of program data associated with the program;~~

~~scanning the batch of program data in advance to determine how much of the program data will be blocked according to a rating in the viewer's profile;~~

~~when an amount of blocked program data exceeds a threshold, then accessing alternate content to replace the blocked program data.~~

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